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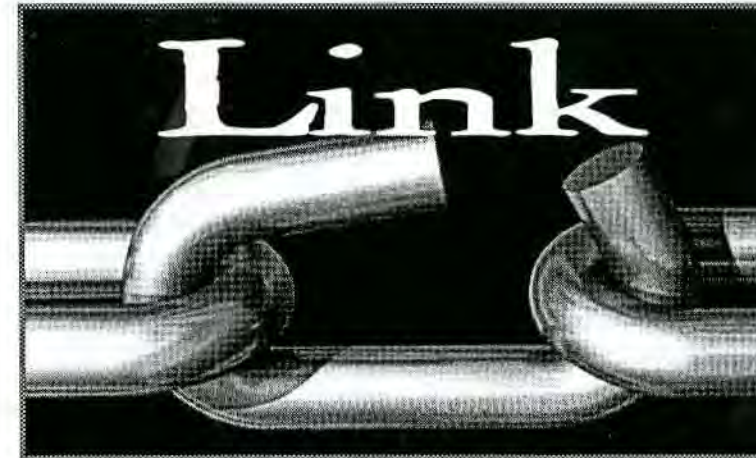


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NEWS
for and about
Western Kentucky
University's
**SCHOOL OF
JOURNALISM &
BROADCASTING**
Volume 2 • Number 3
November 3, 1999

EXPANDING OUR GLOBAL VIEW



The Tradition Continues

*This issue is full of news about happenings in the advertising program,
but first we want you to*

Meet the Advertising

*The School of Journalism
and Broadcasting currently
recognizes practitioners for
work in their respective
fields, but no award exists
to acknowledge the work of recent*

*graduates. The Ad All-Stars was created to high-
light the accomplishments of our advertising
graduates. The criteria for this award is simple.
The recipient must be a graduate of the ad pro-
gram within the past 10 years, employed in the
advertising or marketing field and have achieved
a level of accomplishment beyond the norm given*

All-Stars
ALUMNI

*their time out of college.
Nominations will be accepted
throughout the year and the
awards will be given each semester.*

*This semester, we are happy to recognize the
accomplishments of two outstanding ad gradu-
ates. They have, in a relatively short period of
time, achieved a great deal in the advertising
field. While they have chosen different career
paths, these Ad All-Stars exemplify superior tech-
nical skills, high motivation and a passion for
advertising.*

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ACCOLADES

Jo-Ann Huff Albers Named Freedom Forum Journalism Administrator of the Year

ARLINGTON, Va. — Jo-Ann Huff Albers, director of the School of Journalism and Broadcasting at Western Kentucky University, has been selected as the 1999 Freedom Forum Journalism Administrator of the Year.

The award recognizes outstanding administrative leadership in the advancement of journalism education. The honoree is selected by a panel of educators and news professionals from nominations submitted to The Freedom Forum.

Albers will receive a medal and \$10,000. In addition, a \$10,000 grant will be given to Western Kentucky University. Charles L. Overby, chairman and chief executive officer of The Freedom Forum, will present the award Dec. 4 in Memphis during the winter meeting of the Association of Schools of Journalism and Mass Communication and the Association for Education in Journalism and Mass Communication.

"Jo-Ann Huff Albers exemplifies excellence not only in journalism administration but also in the classroom and newsroom," Overby said. "She successfully used her extensive journalistic experience and considerable teaching talents in developing a nationally recognized, award-winning journalism department. Along the way, she has worked tire-

lessly to open more doors for women and minorities in newsrooms and classrooms."

Shirley S. Carter, president of ASJMC and chair of the Department of Mass Communication and Journalism at Norfolk State University, called The Freedom Forum's annual selection the "preeminent award for journalism and mass communication administrators."

"The mission of the Association of Schools of Journalism and Mass Communication is to foster excellence in leadership," Carter said. "Each year, for the past 10 years, The Freedom Forum has supported our goal with the Journalism Administrator of the Year Award. ASJMC salutes this year's winner, Jo-Ann Huff Albers, and congratulates the other nominees for their outstanding achievements."

Albers had been head of the department of journalism at Western Kentucky University since 1987. Under Albers' leadership, the photojournalism program at Western Kentucky has won the William Randolph Hearst Intercollegiate Championship 10 years in a row. Because of the strength and growth of the journalism program, the state of Kentucky has allocated \$18.5 million for a new building to house the School of Journalism and Broadcasting.

Albers' contributions off campus are equally impressive. She has been involved with the Accrediting Council on Education in Journalism and Mass Communication for 19

years. She served as national president of ASJMC and as chairwoman of the Professional Freedom and Responsibility Committee for AEJMC. She also has been the Association for Women in Communications representative on the Accrediting Council since 1980. In 1992, the Kentucky Press Women named her Communicator of Achievement. She was awarded the Bingham Freedom of Information Award by the Kentucky Press Association in 1989.

Before beginning her academic career, Albers had extensive experience as a working journalist. She spent 20 years at *The Cincinnati Enquirer*, reporting on consumer, environmental and women's issues.

In 1979, she was appointed Kentucky executive editor for the newspaper. She later served as editor and publisher of the *Sturgis (Mich.) Journal* and the *Public Opinion* in Chambersburg, Pa. She worked also as a general news executive for Gannett Co. in Rosslyn, Va.

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FOCUS ON ADVERTISING

Our first Ad All-Star is Steve Chandler. Steve is a 1995 graduate of the ad program and is now a Senior Account Executive at BBDO South in Atlanta, GA.

By Steve Chandler

As a graduate from Western Kentucky University's advertising program in 1995, I knew there were several career options from which to choose. Virtually every company has a position for promotions and advertising. My specific interests were to be involved in all aspects of the advertising process, from the creative idea to choosing where to advertise. In addition to this I wanted to work with other people as a team. This led me to pursue a job at an advertising agency.



I accepted a position as an Account Coordinator at The Buntin Group in the Spring of 1995, two months after graduation. This is the entry-level position into Account Management for most agencies. The value of my college education became quickly apparent. I was able to immediately apply my classroom education into valuable real-world application. I became extremely knowledgeable in creative strategy, media planning, marketing research and other essential agency skills. All of these were the focus of Western's

advertising program.

Soon I was promoted to an Account Executive and given more responsibility in managing the national and regional advertising for package goods brands such as Lava Hand Soap and Goody's Headache Powder. At this point I realized my passion for the agency business was due to the perfect balance between creativity and business management. Not only was I able to produce radio advertising with NASCAR legend Richard Petty, but also I was able to develop strategy and business plans for my clients.



In the Spring of 1998, I accepted an offer to work as a Senior Account Executive at BBDO South in Atlanta. BBDO is part of the largest network of advertising agencies in the world, with a client lists most people are familiar with, such as Pepsi, Visa, HBO, Frito-Lay and M&M's to name a few.

At BBDO, I am currently working on another well-known packaged goods brand planning for a national introduction of several products into the lawn & garden industry in 2000. My focus remains to be on helping manage the strategic and creative direction of the account.

Our second Ad All-Star is Timothy E. Earnhart, Vice President of Marketing & Public Relations for Wendy's of Bowling Green, Kentucky.

By Tim Earnhart
My Career

I joined Wendy's of Bowling Green while finishing my studies at Western in August 1991 as a part-time employee in the marketing and advertising department. Soon after graduating from Western, my supervisor in the department left to pursue other career opportunities. A



door had been opened and I assumed the role of Director of Marketing & Public Relations. In June of 1998, I was promoted to Vice President of Marketing & Public Relations. Wendy's of Bowling Green, Inc. owns and operates 28 Wendy's restaurants in Indiana, Kentucky, Tennessee and northern Alabama. Currently five sites are being approved for immediate expansion.

As VP of Marketing, I am responsible for a \$1,000,000+ budget and the department staff. I direct all aspects of marketing, advertising, and community relations for these 28 restaurants. I budget, plan and implement local store grass roots marketing and advertising pro-

continued from page 3

grams for all market areas. Other responsibilities include planning and coordinating special events; organizing and obtaining research data assessing competitive intrusion and activity; managing relationships with all forms of media in all restaurant markets; maintaining working relationships with Wendy's International corporate marketing department; and planning quarterly market visits to all restaurant locations.

I am also President & CEO of ProFairway Events, a division of Wendy's of Bowling Green, Inc. which was created to serve as an event management and gold tournament service company. ProFairway Events currently oversees the management of two major golf tournaments that its parent company is title sponsor.

I also serve as a marketing and public relations consultant for BlueCotton Sportswear. I have developed corporate identity programs, client relations tactics and have established a textbook plan for new client business.

My Career Philosophy

As I look back on my short career, I am able to piece together key components that have propelled me to where I am today. Honesty, hard work, risk, and a love for what I do. I can clearly

"Sometimes you have to get on your knees and sometimes you have to use them to jump over people who are in your path to success. Either way, you win!"

remember the day my supervisor told me he was leaving the company. I just assumed the partners would look outside the company to fill his position. Besides, I had just graduated from Western. After some deep thinking, I came to the conclusion that I was the best qualified person for the job. I had been with the company for over three years; I knew the business and I knew marketing and advertising. To make a long story short, I got on my knees and begged the partners to give me chance. I told them that in six months if they didn't like what they saw, they could find someone else. Thankfully, things worked out. Over the years, I have experienced things that in another career or company I may not have experienced until I was forty.

My career philosophy is simple – "Sometimes you have to get on your knees and sometimes you have to use them to jump over people who are in your path to success. Either way, you win!"

WKU AD PROGRAM



What Western Did for Me

My years at Western taught me a couple of things. The broad course topics that I tackled during my time on the Hill have come in handy in everyday life. My position at Wendy's requires me to know a little bit about everything. It was the variety of classes that gave me some knowledge in areas I would have otherwise known nothing about. And secondly, the classroom friendships I made have led to moral support and business friendships today.

Western made me realize that gaining daily satisfaction from my career was much more important than gaining wealth or status that you hated every minute while attaining it.

Get the Link via e-mail. Visit the school's web-site at wku.edu/journalism for details.

PROFESSIONAL Advice

A Semester of Spectacular Speakers

By Kathy Robson
Vice President, AdClub

The Advertising students of Western have been fortunate to have several alumni and other professionals speak during the fall semester.

They include:

Melanie Dyer, Media Director, Sheehy & Associates, Louisville

Ms.Dyer gave students a real insight into the business of media. She let students know what she did on a daily basis, as well as making many of the female students jealous when she told them about "perks" she had received, such as meeting George Clooney. She was a very entertaining speaker.

Tim Earnhart, Vice President of Marketing, Wendy's of Bowling Green Corporate Office

Mr. Earnhart was the first speaker at the very first AdClub meeting of the semester. He showed students what is was like to go in a direction other than an agency. He also gave nine tips on how to be successful in the job hunting process.

Mary Long Copywriter & TV Producer, Ott Communications, Louisville

Ms. Long showed students some examples of her print work and her newest addition to her creative arsenal – tv producing. Students were also well informed about making their resumes creative, and about being persistent when looking for a job. Her biggest piece of advice: Know what you want to do!

Mary Carpenter, Owner, The Carpenter Group, Bowling Green Advertising Agency

Ms. Carpenter was full of great questions for the AdClub students who turned out to hear her speak. She gave students an idea of what smaller agency life is like. The AdClub will also be visiting The Carpenter Group in

soon for a tour. (Details will be available as soon plans are finalized.)

Michelle Laflin, Media Planner, The Buntin Group, Nashville

Ms.Laflin is definitely in the right business! She told students exactly why they need to know all of the media lingo. She had sound information, and really made students laugh. Not only was she informative, but she also left students an invitation to tour or shadow sometime at Buntin.

Along with regular program meetings, the AdClub took a trip to Louisville on September 17 to the AdClub of Louisville

Luncheon. Students made great contacts at many top-notch agencies in Louisville, and had lunch with the person in the profession of their choice. Students were also very pleased to hear the famous Budweiser Frog voice speak on how he came up with the idea for the campaign.

FOCUS ON ADVERTISING

ACCOLADES

1999 Advertising Practitioners of the Year

The Advertising Program presented its Advertising Practitioner of the Year award on Oct. 22 to two people in advertising who are not only outstanding practitioners and industry leaders, but who have made a significant contribution to advertising education.

Tom and Cindy Baker operate one of Lexington's oldest marketing communications firms. Their clients include local, national and international firms who do business in the U.S., Canada, Mexico and South America. They have produced advertising for firms engaged in banking, insurance, utilities, manufacturing and in the thoroughbred breeding and racing industry.

Cindy Baker pioneered the first commercial art shop in Lexington. Throughout her career she has received many creative awards, including the 1998 Best of Show Award for Print Advertising given by the Lexington Advertising Club. She has received the Silver Medal which is the American Advertising Federation's highest individual achievement award. And Cindy recently was named one of the Top 40 Women in Business by the Lexington-based

Lane Report.

In 1985, Cindy merged her commercial art studio with Tom's growing advertising agency to form Baker Communications in Lexington.

Tom has made significant strides in the advertising industry for the past three decades. His advertising and marketing strategies have helped businesses grow to national prominence and he has produced print and electronic advertising for virtually all commercial media.

A recognized leader in the advertising industry, Tom has been president of the Lexington Advertising Club, Governor of the Fifth District, and vice-president of the National Executive Committee of the American Advertising Federation in Washington, D.C.

He has worked with AAF members in Ohio to defeat proposals that would have placed a sales tax on advertising and public relations services. In Kentucky, he did the same thing, but he did it twice, in 1983 and again in 1990. He also worked against a sales tax law in Florida which included advertising, and it was later overturned in a public referendum.



Since 1992, he has served on a national committee composed of people from AAF and the Better Business Bureaus that promotes self-regulation in the advertising industry.

Tom has won the prestigious Silver Medal Award, twice, and the Aid to Advertising Education award twice. In 1992 he was the first person inducted into the Kentucky Advertising Hall of Fame.

Tom and Cindy Baker have also contributed greatly to advertising education. Over the years, they have encouraged students in all the advertising programs in Kentucky universities to participate in the National Student Advertising Competition. And they have given freely of their time and their resources to help students do it.



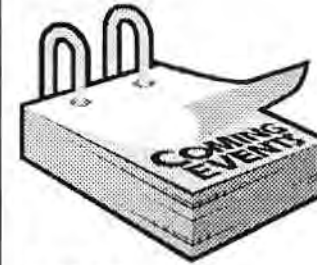
Journalism & Broadcasting Web Site Wins Award

The School of Journalism & Broadcasting web site has won a Silver

Award from Nielsen Web Sites & Business Graphics. The award is given to sites that present a great overall balance of: creative design, layout, clear graphics, page download, professional appearance and originality.

The J&B web site was designed by Bill Becker, a senior advertising major from Nashville. Bill is currently working in Bowling Green at Camping World as a web designer. He plans to work in the field of information architecture after graduation.

You can see Bill's work at: <http://www.wku.edu/Journalism>.



by Matt Zavala

WKU Ad Club to Tour Louisville Agencies Nov. 19

On November 19th, the WKU Ad Club will be visiting various agencies in Louisville and participating in a Ad Club of Louisville luncheon. Thanks to a partnership with the Ad Club of Louisville, WKU Ad majors have been allowed this important networking opportunity, with an itinerary as follows:

- 10:00 a.m. - 10:30 a.m.
Fox WDRB Tour
- 10:30 a.m. - 11:00 a.m.
Q & A session with industry professionals
- 11:30 a.m. - 1:30 p.m. Attend the Ad Club Luncheon at the Olmstead (Dana Arnett/VSA Partners will be speaking)
- 2:00 p.m. - 2:30 p.m. Tour of Doe Anderson Advertising

- 3:00 p.m. - 3:30 p.m.

Tour of Power Creative

If students are interested in meeting industry professionals in the Louisville area, this will be an extremely beneficial experience. Ad majors can learn more about internships as well as getting their foot in the doors of these leading agencies.

We'll be leaving Gordon Wilson Hall at 7 a.m. and return at approximately 4:30 p.m.

For more information, contact Matt Zavala at 783-8025, or ask any ad club officer. Be sure you don't miss this opportunity!

The following was written by Audrey Hepburn regarding "Beauty Tips".

- For attractive lips:
Speak words of kindness.
- For lovely eyes:
Seek out the good in people.
- For a slim figure:
Share your food with the hungry.
- For beautiful hair:
Let a child run his or her fingers through it once a day.
- For poise:
Walk with the knowledge you'll never walk alone.
 - People, even more than things, have to be restored, renewed, revived, reclaimed, and redeemed; Never throw out anybody.
 - Remember, If you ever need a helping hand, you'll find one at the end of your arm.



• As you grow older, you will discover that you have two hands, one for helping yourself, the other for helping others.

• The beauty of a woman is not in the clothes she wears, the figure that she carries, or the way she combs her hair.

The beauty of a woman must be seen from in her eyes, because that is the doorway to her heart, the place where love resides.

The beauty of a woman is not in a facial mole, but true beauty in a woman is reflected in her soul.

It is the caring that she lovingly gives, the passion that she shows, and the beauty of a woman with passing years-only grows!

If you send this to other women, something good will happen - you will boost another woman's self esteem.



School of Journalism &
Broadcasting

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